

APPENDICES

◆ GLOSSARY OF TERMS ◆

Awareness - Understanding; or having knowledge about something. Being aware of an environmental concern does not necessarily mean taking action; it simply means the person is aware of the issue.

Behavior change - Incorporating Best Management Practices (BMPs) into daily routine.

Benchmark data - Information from surveys and other research of public awareness and behaviors collected at the beginning of the Five-Year Public Education Plan. Information from surveys and other research conducted at later dates (e.g. Year-Three, Year-Five) can be compared to the “benchmark data” to help determine the effectiveness of the program.

Best Management Practice (BMP) - The most effective and practical ways to control nonpoint sources of pollution from stormwater/urban runoff.

Broadcast Media - Electronic media such as television and radio.

“Concerned Non-Contributors” - One of the segments of the Los Angeles County population. These are concerned citizens who do not contribute significantly to stormwater/urban runoff pollution. They are not a primary target audience.

Co-permittee - One of the 85 cities who are Permittees of the NPDES Permit.

County - Los Angeles County Department of Public Works, Principal Permittee.

Educational site visits - The County/Co-permittee(s) visits industrial/commercial facilities to provide information regarding the stormwater program, along with advice in understanding and complying with stormwater regulations.

Environmental education programs - Public education programs that address environmental issues -- including stormwater/urban runoff pollution prevention, solid waste recycling (AB939), used oil recycling and household hazardous waste disposal/recycling. The Five-Year Plan encourages integrating environmental education programs as much as possible to reduce costs and increase opportunities to provide overlapping information to the public in a unified, cohesive manner.

“Fix-It Foul-Ups” - One of the segments of the Los Angeles County population. These are conscientious citizens who contribute significantly to stormwater/urban runoff pollution through their high level of “do-it-yourself” activities. They are a primary target audience.

APPENDICES

Focus groups - A research method whereby small groups of people who have been pre-selected for specific characteristics such as where they live, their age or ethnicity, are convened to answer carefully focused questions. Their answers usually provide information on attitudes and behaviors to help guide a public education campaign.

Group printing - Opportunity for two or more Permittees to pool resources to print a larger quantity of a publication that they both will use than each would print alone. Printing larger quantities in a single order reduces the “per unit” cost for each of the participants.

Industry publication - Magazine, newsletter, newspaper or other publication that provides focused information about the interests of a particular industry or type of commercial business.

Intent to change - A measurable step that most people go through after they become aware of an environmental issue and before they actually make the behavioral change. Intent to change does not mean taking action -- yet -- this is limited to *thinking about* incorporating Best Management Practices (improved environmental behaviors) into every-day routines and *intending* to make a change at some point in the future.

Media advisory - A brief announcement to inform electronic and print reporters about an update in an issue or activity, or to notify them of the details of a specific, upcoming event.

Media buying plan - A plan for purchasing advertisements which would most often include provision for *pro bono* public service announcements.

Media relations - Overall outreach and communication with the media, including newspapers, radio, television, news bureaus, and others that report news.

Media release - An article written for print publications or broadcast media. The key difference between a media release and a media advisory is that the release is a complete story with facts and in-depth background, and could be printed or narrated “as is.” An advisory gives reporters a “heads-up” about an event or issue that they would need to attend and/or get more information to develop their own stories.

Model Program - The NPDES Permit requires the County in consultation with Co-permittees to develop four programs to serve as basic models for stormwater/urban runoff pollution prevention. These include a Public Agency model program, Development Planning and Construction model programs, and Illicit Connections model program.

Monitoring and evaluation - The effectiveness of the Five-Year Stormwater Education Plan will be determined at least twice during the overall campaign (Year-Three and Year-Five). Surveys, focus groups and other methods of evaluation will be used to make this determination.

APPENDICES

Multiple audience - The Five-Year Plan emphasizes opportunities to include “multiple audiences” in various outreach activities, such as including representatives of applicable businesses in workshops prepared for public agency employees.

Neat Neighbors - One of the segments of the Los Angeles County population; in fact, they account for nearly half the population. These are people who contribute significantly to stormwater/urban runoff pollution simply through their daily activities -- such as washing cars in their paved driveway, walking the dog in the park and not picking up after them, and/or dropping cigarette butts on the ground. The magnitude of stormwater pollution attributed to this segment is significant primarily because of the sheer numbers of people involved. Neat Neighbors are a primary target audience.

News Bureau - The County will serve as a coordinator of information for the media. Reporters will be able to contact the News Bureau for county-wide information; contacts will be directed to Co-permittee contact persons as necessary.

Overarching approach - A “look,” slogan, graphics, or phrase for the Five-year Public Education campaign that provides immediate identity for the program, the County and the Co-permittees.

Partnerships - Affiliations -- such as Permittees and corporations; Permittees and trade or grass roots associations; Permittees and celebrities -- that join efforts and resources in an educational/outreach campaign.

Point of Purchase (POP) - Outreach conducted at the market-place targeting customers who buy specific product groups. For example, POP outreach would include providing information about used oil recycling to customers of automotive supply stores.

Preoccupied Polluters - One of the segments of the Los Angeles County population. These are people who do not contribute significantly to stormwater/urban runoff pollution because of their very small numbers. They are not a primary target audience. They would be difficult to persuade to change behaviors related to stormwater/urban runoff because they are so preoccupied with other issues in their lives (e.g., concern for employment) that they have little interest in modifying polluting habits.

Print materials - Posters, fact sheets, brochures and similar printed educational materials.

Prove-It-To-Me Polluters - One of the segments of the Los Angeles County population. These are generally conscientious citizens who do not contribute significantly to stormwater/urban runoff pollution, primarily because of their low numbers. They are not a primary target audience. The defining characteristic of this segment of the population is that they are somewhat unwilling to make changes unless someone first “proves it to me.”

APPENDICES

Psychographic research - See Segmentation study, below.

Pollution prevention - The NPDES Permit defines this as including planning, schedules of activities, prohibition of practices, implementation of maintenance procedures and other management practices to prevent or reduce pollutants in stormwater/urban runoff discharges.

Public service announcement (PSA) - Service or information provided in the public interest or safety (via television, radio, newspaper, other media); may or may not be displayed free of charge.

Rubbish Rebels - One of the segments of the Los Angeles County population. This is a relatively small group of young people who not only contribute *very* significantly to stormwater/urban runoff pollution, but they appear to do so deliberately. They are a primary target audience that will require a separately focused education campaign.

Social marketing - The use of corporate marketing strategies and tactics to influence voluntary behavior changes in target audiences.

Spillover effect - The secondary, or side-impact of an educational campaign that targets a different audience. For example, if billboards designed to reach “Neat Neighbors” and “Fix-It-Foul-Ups” were seen by “Concerned Non-Contributors” and motivated the “Concerned’s” to make behavior changes, this would be a “spillover effect” of that billboard campaign.

Template (press) release - Sample press releases prepared by the County with sections left blank for Co-permittees to add their local information (e.g., contact persons and telephone numbers) and use in media outreach.

Researched-based program - The Five-Year Stormwater Education Plan has been developed based upon research that has included interviews with Co-permittees and managers of stormwater education programs nationwide, focus groups, awareness surveys including one focusing on businesses, and a segmentation study. The research has helped target the education plan to the audiences who not only currently pollute, but are most receptive to making changes to benefit stormwater/urban runoff quality.

Resource clearinghouse - Materials and information that will assist the County and Co-permittees will constitute a resource clearinghouse. One example of the information that will be available is a list of foundations and agencies that provide grant funding to assist cities in their environmental education programs. Co-permittees would have to submit their own grant applications, but the information to help them do so will be available in the resource clearinghouse.

APPENDICES

Segmentation study - Understanding where the messages will have the greatest impact and where they will have little or no impact can be achieved by conducting segmentation research. This type of research assesses the degree to which various groups of people are part of the problem, their susceptibility and suitability to different messages, and their willingness or lack of willingness to try new behaviors.

Target audiences - The NPDES Permit identifies a variety of audiences: local residents, school-aged children, businesses and public employees whose jobs and daily lives may impact stormwater quality. The Five-Year Stormwater Education Plan has identified certain segments of the residential population as target audiences: Neat Neighbors, Foul-It-Fix-Ups, and Rubbish Rebels.

Trade associations - Organizations whose members are involved in specific trades or business interests (e.g., construction/contractors; architects; automotive/mechanics; etc.).

Watershed Management Area (WMA) - The NPDES Permit describes this as any one of the six general watershed areas covered by the permit, consisting of Malibu Creek and other rural areas discharging to Santa Monica Bay; Santa Clara River; Dominguez Channel/Los Angeles Harbor; San Gabriel River; Los Angeles River; and Ballona Creek and other urban areas discharging to Santa Monica Bay watersheds.

Workshops - Training sessions organized for primarily businesses and/or activities related to BMPs and pollution prevention.